

## Strong membership = strong events



**Michael E. Bennett**  
President, The Press Club

Spring is busting out all over ... and so are Press Club of Cleveland events. Check this edition of the Byliner

thoroughly and watch your email so you don't miss great opportunities to meet, network and learn. Register early and often ... and share the information with friends and colleagues.

The high quality of events is due to great programming by members. And the great turnout is in part due to engagement work our members do. We need your help with both:

- **Programming:** What kind of events do you want to attend? How can you help make one become reality? Programming Chair Kathleen Osborne ([kosborne@hb.edu](mailto:kosborne@hb.edu), 216-320-8785) is ready to hear your ideas and offer ways you can make our programs successful.

- **Engagement:** Even professional communicators need help communicating, especially in our multi-platform world. Engagement Chair Mary Patton ([mary@pattonpr.com](mailto:mary@pattonpr.com), 216-214-3951) has lots of ways you can help; please engage with her.

Events are made possible by members, and by generous financial support from our partners. Coca-Cola has just become a Supporting Partner of our All Ohio Excellence in Journalism event, and Hospice of the Western Reserve has become an Event Partner for the holiday party. They join FirstEnergy Corp., Medical Mutual of Ohio and Hathaway Brown School as Press Club partners this year.

Know other organizations interested in partnership? See details on Page 8 or contact me.

[mebennett@outlook.com](mailto:mebennett@outlook.com)



**LOOK FOR YOUR INVITATION.**

## Marketing at the Market

**Press Club, other professional orgs host May 14 super-networking event**

The Press Club of Cleveland is teaming up with several other regional professional associations for a fun evening of connecting and networking in Ohio City.

"Marketing at the Market" will be Wednesday, May 14, 2014, from 5-7 p.m. at Market Garden Brewery, 1947 W. 25th St., Cleveland.

Hosted by the Business Marketing Association NEO chapter, the program will bring together members and prospective members of The Press Club along with the American Advertising

Federation Cleveland, the Social Media Club, the Web Association, and Sales and Marketing Executives. It will provide a relaxed atmosphere for those interested in the most prominent and active digital, social media, marketing and PR associations in Cleveland to meet and socialize in a relaxed atmosphere.

Come for drinks and hors d'oeuvres, learn from and about other professionals, make new business contacts and kick Spring into high gear.

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## After-work HOF Party and Spring Networking-Plus

The Press Club of Cleveland's 7<sup>th</sup> annual Hall of Fame and Heaton Reunion / After-work Party is scheduled for Wednesday, May 21, 2014, from 5:30-8:30 p.m. at Nighttown Restaurant, 12387 Cedar Road, Cleveland Heights.

The event is free to Press Club members and Hall of Famers (complimentary hors d'oeuvres and cash bar), \$10 to everyone else. You must register online to attend at no charge. It's a great opportunity to celebrate and thank The Cleveland Journalism Hall of Fame honorees and Chuck Heaton Awarded recipients for their years of service and journalism to our community.

It's also a great way to meet and greet local media and communications professionals, including one of the oldest – 2013 Hall of Fame inductee Violet Spevack, who at 97 still writes a column – and one of the newest to town, Mary Lou Brink, the new Plain Dealer business editor. You can also browse the walls at Nighttown, the club's unofficial home, where plaques honor Hall of Fame inductees since the hall was created in 1981.

Register at

<http://tinyurl.com/HOF7thReunion>

*The Press Club of Cleveland offers special thanks to its 2014 Corporate Partners, FirstEnergy and Medical Mutual of Ohio, for making this event possible*

# Panel explores freelancing

On April 10, 2014, Press Club members, guests and a panel of journalists explored “The Editor-Freelancer Relationship: Making it Work.” Press Club member Amanda Hicken wrote about it for PR Newswire’s media blog, “Beyond Bylines.” Her blog post is reprinted below (with permission) and can be found with her other posts at <http://prnewswiremedia.wordpress.com/author/amandahicken/>

## The Editor-Freelancer Relationship: 5 Tips for Making It Work

Posted on April 16, 2014

By Amanda Hicken

Just because a newsroom is forced to cut staff due to tightened budgets doesn’t mean story production gets to slide.

Enter the freelancer.

“Fresh Water Cleveland is 100 percent freelance,” said managing editor Doug Trattner, during a recent Press Club of Cleveland panel. “Including me.”

The weekly e-magazine and website is managed by Trattner, as well as freelance contributors who have proven themselves over time and now oversee specific beats for Fresh Water. Other freelancers contribute features, profiles, Q&As, and news about the city of Cleveland and its neighborhoods.

The Press Club panel “The Editor-Freelancer Relationship: Making it Work” featured Trattner, Alternative Press Editor-in-Chief Jason Pettigrew, Cleveland Magazine and Inside Business Editor Steve Gleydura, and MedCity Media Director of Content Marketing Jane Levesque. Adam Burroughs, assistant managing editor and digital managing editor of Smart Business Network, moderated.

Although the other media outlets represented on the panel have some full-time



staff members, the panelists echoed the importance of freelancers in their day-to-day work. Most of the publications are 80 percent to nearly 100 percent freelance writers, with the exception of the Cleveland Magazine which is 50 percent to 60 percent.

During the panel, the group discussed how they find freelancers and shared valuable advice on working with editors.

Editors don’t want new freelancers every week, explained Trattner.

Between the paperwork and melding the writer’s style with that of the media outlet, it takes time to bring a new freelancer on board. Once you have a good writer, you want to work with them repeatedly.

Because of this, Levesque tends to tap health care writer associations to find freelancers experienced in writing the informational web content and newsletters that MedCity prepares for its clients.

Pettigrew takes recommendations from other freelancers. His readers trust that Alternative Press’s writers are fully entrenched in the music scene they’re writing about. Freelancers can’t just be familiar with the music; they must also understand the culture.

The Cleveland Magazine, on the other hand, develops some of its writers through its internship program.

“Not a lot of people still do magazine journalism the way we do,” explained Gleydura. The magazine’s staff can teach a student intern how they should cover topics and then give them assignments. Outside of the internship program, Gleydura finds freelancers by reading other magazines, blogs, and Twitter.

That’s not saying that the panelists don’t accept pitches from freelancers. The challenge for freelancers is being able to stand out.

The panel’s advice boiled down to these essentials:

### 5 Tips for a Healthy Editor-Freelancer Relationship

#### 1) Don’t “fake it ’til you make it.”

A freelancer must know the topic and the publication.

Pettigrew is “in the business of creating artifacts” at Alternative Press, not in the business of Band X Launches New Album. When a publication is asking consumers to drop \$6 per month, it needs to demonstrate value.

A freelancer who pitches Pettigrew needs to be an expert that has the access or ability to dig beyond a band’s publicity bio. If a freelancer tries to fake it and doesn’t truly understand the topic, readers can tell and will call the outlet out.

Gleydura stressed the importance of reading his magazine. “So many times I get a pitch for a 700-word feature, when we haven’t done one in a long time.” Instead, if this is your first pitch, propose a Q&A or short 400-word piece. Gleydura is more likely to take a risk and try you out on something short.

“Don’t pitch me something we already did,” Trattner added. Freelancers who read Fresh Water would understand that it’s an urban outlet – don’t pitch a story about the suburbs.

And know whom you’re talking to.

For instance, Trattner half-joked from experience, don’t send him a pitch saying

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## the Byliner

A publication of  
The Press Club of Cleveland

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## Medical Mutual of Ohio: Press Club corporate partner

“We live here, we work here,” is much more than just a motto at Medical Mutual of Ohio. The Cleveland-based health insurance company, celebrating its 80th year, is *Cleveland* through and through.

Headquartered at East Ninth and Prospect in the heart of the city, Medical Mutual’s headquarters in the historic Rose Building is home to nearly 2,000 employees with an unequalled spirit and dedication to improving the quality of life in the communities the company serves.

Employees are making a positive difference in the lives of others by donating more than 2,500 hours of their time and hundreds of thousands of dollars in support of community causes, such as Make-A-Wish, United Way, The American Heart Association, Junior Achievement and many others.

Not only is Medical Mutual a proud sponsor of The Press Club of Cleveland, but it is also a prominent corporate citizen supporting more than 500 organizations throughout Greater Cleveland and all of Ohio.

Whether you’re watching the Indians, Browns or Cavaliers, you cannot help but notice that familiar Medical Mutual name at venues everywhere around town. That’s because Medical Mutual is “the official health insurer” of all of our pro sports teams, in addition to the Rock & Roll Hall of Fame, Cleveland Museum of Art, and most of the institutions of higher educa-



### MEDICAL MUTUAL®

tion in Cleveland and Northeast Ohio. The company also donates thousands of dollars in college scholarships to worthy high school seniors.

Medical Mutual is a big backer of the business community with its annual Pillar Awards, which salutes Cleveland companies committed to giving back to the community. The company’s “Mutual Appreciation” customer loyalty program encourages Medical Mutual’s employees to shop only with businesses that purchase health insurance from Medical Mutual. To date, the Mutual Appreciation program has pumped nearly \$35 million into the coffers of *local* businesses, both large and small.

Through its eight decade-long history, Medical Mutual’s mission, goals and commitment to its customers have remained unchanged: to provide excellent products and world-class customer service.

While healthcare reform will continue to impact us all and bring changes to the health insurance industry, Medical Mutual will remain a pillar of strength and support in our community.

*This article was provided by Press Club Corporate Partner Medical Mutual of Ohio.*

## The PRESSCLUB of Cleveland

*“Serving and honoring communications professionals since 1887.”*

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### Content Marketing World set for Sept. 8-11 in CLE Press Club members get discount



Content Marketing World, the largest content marketing event on the planet, returns to the Cleveland Convention Center Sept. 8-11, 2014. The event is a program of the Content

Marketing Institute, headed by Press Club of Cleveland board member Joe Pulizzi.

It features the best and the brightest in the world of content marketing. An estimated 2,500 people from more than 50 countries will be in Cleveland for blockbuster speakers, killer sessions and amazing networking opportunities.

Oscar award-winning actor Kevin Spacey is the closing keynote speaker. The star of the critically acclaimed Netflix original series *House of Cards* will talk about breaking barriers in content distribution and preaching the word of storytelling.

Program sessions address issues and challenges for marketing and communications professionals at all levels. There also will be an outdoor festival with live music, food trucks, and time and space to network and unwind after a day of brain-filling knowledge.

*The Press Club of Cleveland is a media sponsor of the event, and club members get a \$100 discount on registration before May 31. Go to <http://contentmarketingworld.com/info/> for more information and to register. Use discount code “PressClub” to take advantage of discounted rates before they increase on May 31.*

## Welcome New Members



**Laura Adiletta**

Job title: Owner,  
Executive Director,  
Editor in Chief

Employer / location:  
EatloCLE/  
Cleveland Heights

City of residence:  
Cleveland Heights

Alma Mater: Case  
Western Reserve University (2008)

**What is the “elevator description” of your job?** My business connects talented writers and editors with busy publishers and advertisers who need help managing projects or have assignments that require a professional touch. Personally, I am a writer and editor focused on food – everything from dining reviews to advertising and marketing to advocacy for more equitable food access and community wellness – though I work on projects in a range of industries.

**Best and/or most challenging part of your job?** Managing my time! I’m constantly seeking new clients and opportunities while running the administration of my business and planning for future expansion.

**The inspiration for getting me into this business was?** Second chances. I tried freelancing years ago as a new graduate in a new town, but I wasn’t very successful. So I started cooking professionally, writing and editing on the side. Since moving back to Cleveland, I’ve been focusing on getting EatloCLE off the ground while merging my passions for literature, food and people.

**What do you hope to get out of your Press Club of Cleveland membership?** The only way to get better at your job is to surround yourself with people who are better than you. The chance to connect to and learn from other members is far more valuable than the cost of membership!

**What do you enjoy most about living in northeast Ohio?** I am a transplant to NEO, but this area has always felt like home. It’s

such a tight-knit community, and I love seeing the growth that has occurred since I’ve been away. I’m hopeful for much more in the future!



**DeAnn Baxter**

Job title: Manager,  
Public Affairs &  
Communications

Employer / location:  
Coca-Cola,  
Pittsburgh, PA

City of residence:  
McDonald, PA

Alma Mater: Penn

State University

**What is the “elevator description” of your job?** I serve as a generalist in support of Coca-Cola’s corporate efforts to create an environment in which the business can grow unencumbered across all categories. I help to enhance relationships and build results with all local stakeholders regarding the reputation of Coca-Cola Refreshments as a growth business and key community partner in Western Pennsylvania and Northeastern Ohio.

**Best and/or most challenging part of your job?** Every day is different, so I never know what to expect. The job keeps me on my toes!

**Something not many people know about me?** I was one of the youngest Public Relations Society of America members to earn my APR and become Accredited in Public Relations.

**What do you hope to get out of your Press Club of Cleveland membership?** I am looking forward to meeting the wonderful journalists in Cleveland and finding out how I can help them.

**My latest exciting project is?** I am giving away money! I am helping to announce a grant that was provided to a local organization through the Coca-Cola Foundation. The process is time-consuming and difficult, so we are celebrating with the group and local partners.

## Nominees sought for Cleveland Journalism Hall of Fame, Chuck Heaton Award

The Press Club of Cleveland is calling for nominations for induction into the Cleveland Journalism Hall of Fame and the 2014 Chuck Heaton Award.

The Press Club of Cleveland created the Cleveland Journalism Hall of Fame in 1981. Plaques honoring Hall of Fame inductees are displayed at Nighttown Restaurant, 12387 Cedar Road, Cleveland Heights, which serves as the club’s unofficial home. See page 6 for more about the Hall of Fame.

### Hall of Fame nominees must have:

- Made notable contributions to broadcast or print journalism in Cleveland and northeast Ohio.
- Demonstrated exceptional leadership, courage or contributions to the news industry.
- Worked in the Cleveland area or, had an exceptional career here before going elsewhere.

In 2008, the club created the Chuck Heaton award, which is given to an individual who best exemplifies the sensitivity and humility, along with journalistic talents, which were traits of the late Hall of Fame member Chuck Heaton, a long-time sports writer and columnist at The Plain Dealer.

Any Press Club member is eligible to offer nominations. Please provide your name, phone number and your nominee (state “HOF Nomination” or “Heaton Award” on your nomination document). Selections will be made by the Cleveland Journalism Hall of Fame/Chuck Heaton Award Selection Committee, which is chaired by Press Club past president Ed Byers.

Include your thoughts on why the individual is worthy of recognition (up to 250 words), and any background information that supports your nomination. Nominations can be emailed to

[Pressclubcleveland@oh.rr.com](mailto:Pressclubcleveland@oh.rr.com) (write “HOF Nomination” or “Heaton Award” in the subject line); or mailed to The Press Club of Cleveland, Attn. Ed Byers, 28022 Osborn Road, Cleveland, Ohio 44140.

Nominations must be received by June 2, 2014.

### VOLUNTEERS NEEDED

Want to judge a journalism contest? Entries in the All Ohio Excellence in Journalism are judged by members of press clubs in other states. In return, The Press Club of Cleveland judges contests conducted by out-of-state press clubs. Please offer to judge these contests. Most are online, and it’s a great way to see what our print, broadcast and digital colleagues are doing elsewhere. Contact The Press Club of Cleveland board member Maryana Bradas at [maryana.bradas@gmail.com](mailto:maryana.bradas@gmail.com)

If you would like to volunteer to help with the All Ohio Excellence in Journalism, please contact event co-chair Lee Moran at [lmoran@news-herald.com](mailto:lmoran@news-herald.com).

## MARKETING FROM PAGE 1

The program is sponsored by Silverpop, Duke Printing and Falls Digital, and could become the first of many similar joint association programs.

General tickets cost \$35 per person in advance, or \$45 at the door. But Press Club members can register for only \$25 by using promo code ClePressClub when you sign up at <http://tinyurl.com/PressMktgEvent>. (If you're not a Press Club member, please visit <http://pressclubcleveland.com/join.aspx> to join today.

Help attract even more people to the event by sharing the information on your social media channels (use #MarketingAtTheMkt).

## FREELANCER FROM PAGE 2

you want to be the Cleveland Scene dining editor (that job already is filled, by him).

**2) When submitting a writing sample, remember your blog.**

As a B2B content marketing company, MedCity's clients want to know that a freelancer understands complex medical topics and is able to talk with doctors. Levesque needs writing samples to demonstrate this experience and knowledge.

Although Gleydura said he uses clips, he doesn't trust them completely because it's writing that's polished and gone through the editing process. "I like blogs," he said. "They're unfiltered."

However, the one problem he often sees when hiring bloggers for freelance projects is that some change their voice to be more like a journalist. The bloggers' submissions lose the style Gleydura liked when he first hired them.

**3) Develop your digital footprint.**

Pettigrew commented that many magazines are looking for writers with large digital footprints – an audience on social media, a well-read blog, experience with online engagement and promotion.

If you can show you have blog traffic and followers on social media, that helps, echoed Trattner. Especially with

consumer publications, it's not just about engaging writing, but also demonstrating how you would reach readers through your social media channels.

Blogs and social media also show what you're passionate about.

**4) Editors know you're not exclusive; just be upfront about it.**

An audience member asked the panel whether it's OK to send the same pitch to multiple media outlets. The panelists asked: What would you do if they all said yes?

It's fine to work with other media outlets, but don't pitch them simultaneously.

Be honest and clear in your pitch. Depending on the idea, telling Trattner you're pitching him first may help it stand out.

And, if you haven't heard back and want to pitch the idea to another publication, it's OK to let the editor know. If your idea is time-sensitive, Trattner encouraged checking back in a week with a quick "Did you get this?" (though don't repeatedly hassle someone with multiple check-ins).

**5) Keep your foot in the door by being flexible and professional.**

Once an editor expresses interest in your pitch, how does a freelancer keep them happy?

## Happy Anniversary (April / May)

16 YEARS

Joyce Wallace

10 YEARS

Dick Feagler

9 YEARS

Ed Byers

8 YEARS

Kurt Franck

Jay Stowe

7 YEARS

Michael E. Bennett

4 YEARS

Ken Trump

Wulf H. Utian

Jeff Bendix

"Deal with my BS," Gleydura said, point-blank. Know your first draft may sit in his inbox for a couple of weeks, but that he'll probably want revisions and extra reporting back in two days.

Even though you're a freelancer, you still are representing the publication when you're interviewing someone or speaking with sources. Act professionally, advised Trattner.

If there's a problem, fix it. Although a good freelancer knows how to interview celebrities and work with PR, said Pettigrew, if there is an issue getting someone for a story, an outstanding freelancer will come up with an alternative.

When you make editors look good, Levesque put it, they'll want you to work for them again.

Are you a freelancer? Register for PR Newswire for Journalists to customize multiple newsfeeds around the different topics you cover, or use ProfNet to quickly connect with sources for research and interviews. It's free and takes only a few moments to sign up.

*Amanda Hicken is a media relations manager at PR Newswire. Follow her at @ADHicken for tweets about the media, comic books, and her love of Cleveland.*

## Renew your membership, recruit a new member



Thank you to those who have already renewed their Press Club membership for 2014. If you haven't had a chance yet, please take a minute now to go to <http://pressclubcleveland.com/join.aspx>, click on "Join now" and submit your renewal and payment. If you'd rather not pay online, please call Lynn or Debi at 440-899-1222 and pay by phone. Also: Please recruit a friend or colleague to join the club now.

**Please let prospective members know that by joining, they receive:**

- General Counsel.
- 15% discount at Nighttown restaurant in Cleveland Heights
- A free legal line for quick First Amendment advice from nationally respected media lawyer David Marburger of BakerHostetler, the club's general counsel.
- Discounts on Ohio Excellence in Journalism entries.
- Discounts on Press Club events.
- Free email delivery of the Byliner monthly newsletter.
- Access to the club's "golden Rolodex" of member contact information.

# Cleveland Journalism

The Press Club of Cleveland established the Cleveland Journalism Hall of Fame in 1981 to recognize individual achievements and contributions to Cleveland media, preserve a sense of local journalism's past and create a tradition and collective inspiration for those who follow in the future.

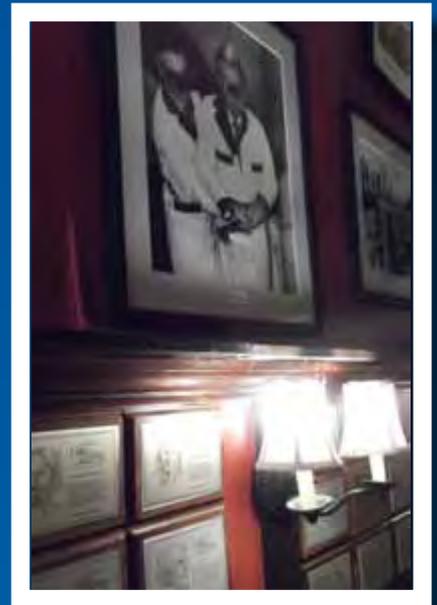
The club's Hall of Fame Committee selects nominees, and club members vote each year on the final selection of inductees.

Plaques honoring inductees are displayed at Nighttown, located at the top of the Cedar Road hill in the fashionable Cedar-Fairmount district of Cleveland Heights ([www.nighttowncleveland.com](http://www.nighttowncleveland.com)). Nighttown is the official home of The Press Club because of its long and colorful history

as a favorite haunt of local journalists since opening in 1965.

The Press Club collection at Nighttown also includes large-format photographs from The Cleveland Press and The Plain Dealer depicting rarely seen iconic scenes from Cleveland's history.

Also on display is an authorized reproduction of a huge mural that hung at Kornman's, a restaurant on Short Vincent in downtown Cleveland, depicting the Damon Runyonesque denizens of the block-long street during its colorful heyday of salons and theaters in the 1920s and '30s. Created by Cleveland Press artist Bill Roberts, the mural came to Nighttown through the efforts of Cleveland photographer Tim Ryan and the Western Reserve Historical Society.



The photo of former Cleveland Mayor Ralph Perk's hair catching on fire is one of many seminal moments captured in The Press Club photo archive.

To see Nighttown owner Brendan Ring discuss the Hall of Fame, visit <http://tinyurl.com/CleHOFvideo>

For more information, visit [www.pressclubcleveland.com](http://www.pressclubcleveland.com).

## Cleveland Journalism Hall of Fame Inductees

### 2013

Jeff Darcy  
Paul Hoynes  
Dee Pery  
Mary Anne Sharkey  
Violet Spevack

### 2012

Jim Collins  
Ted Diadiun  
Vivian Goodman  
Vern Henry  
Stuart Warner

### 2011

Tom Beres  
Tom Feran  
Phillip Morris  
Kelly O'Donnell  
Bob Paynter

### 2010

Joanna Connors  
Mark Dodosh  
Jack Graney  
Eileen Korey  
Ralph and Terry Kovel  
Martin Savidge  
John Teresko

### 2009

Walt Bogdanich  
Regina Brett  
Jim Donovan  
Dick Russ  
Betsy Sullivan  
Paul Sciria  
Bill Wynne

### 2008

Pete Cary  
Tom Meyer  
William F. Miller  
Jane Temple

### 2007

Ed Bang  
Doug Clifton  
Ted Gup  
Lute Harmon  
Richard Osborne  
Tim Taylor

### 2006

Marjorie (Marge) Alge  
Casey Coleman  
Cynthia Dettelbach  
Ron Kuntz  
Alex Machaskee

### 2005

Betty Cope  
Ray DeCrane  
Bob Larkin  
Terry Pluto  
Connie Schultz  
Paul Tepley

### 2004

Tom Andrzejewski  
Roldo Bartimole  
Gilbert W. Henderson  
Ted Henry  
Fred McGunagle  
John A. Penton  
Tony Tomsic

### 2003

Tom Brazaitis  
Virgil Dominic  
Janet McCue  
Joe Tait  
Leonard Will

### 2002

Brent Larkin  
Robert G. McGruder  
Arnold Miller  
Peter Miller  
Stan Modic  
Carl Monday

### 2001

Dick Goddard  
Wes Lawrence  
Andrew Logan  
Norm Mlachak  
George Anthony Moore  
Bill Tanner  
Marjorie Wilson

### 2000

Joseph W. Gray  
Claire MacMurray Howard  
Grace Goulder Izant  
Ned Whelan  
Dick Zunt  
Neil Zurcher

### 1999

Leon Bibb  
Bob Dolgan  
Betty Klaric  
Regis McAuley  
Sanford Sobul

# Hall of Fame



Hall of Fame plaques share walls with historic photos.



Nighttown owner Brendan Ring: "Nighttown is about history. The Press Club is about history. People come in and read the plaques on the wall and see the famous photographs. It's living, it's breathing."



Details of the mural by Cleveland Press artist Bill Roberts capture an earlier era in Cleveland's history.



Nighttown has been welcoming guests on Cedar Road in Cleveland Heights since 1965.

- John Webster  
Bob Yonkers
- 1998**  
William W. Armstrong  
Emerson L. Batdorff  
Bus Bergen  
Bill Hickey  
Herb Score  
Ben Tidyman
- 1997**  
Donald L. Bean  
Marion Hopwood Kelly  
Edward D. Kuekes  
Carl T. Robertson  
Russell Schneider  
John H. Sheridan
- 1996**  
Dan Coughlin  
James E. Doyle  
Frank Gibbons

- Fred Griffith  
Ed McAuley  
Alice Weston
- 1995**  
Ray Matjasic  
Lou Mio  
Michael D. Roberts
- 1994**  
Nev Chandler  
Dick Feagler  
Mary Strassmeyer
- 1993**  
Hugh Danaceau  
Jimmy Dudley  
Pauline Thoma
- 1992**  
Ken Coleman  
Chuck Heaton  
Don Robertson

- 1991**  
Hilbert Black  
Hal Lebovitz  
Jane Scott
- 1990**  
George Condon  
Russell L. Faist  
Sanford E. Markey
- 1989**  
James (Hal) Donahey  
John Rees  
Bill Roberts  
Josephine Robertson
- 1988**  
Bob August  
Peter Bellamy  
J.H.A. Bone  
Charles Day

- 1986**  
Liberty Holden  
Herb Kamm  
Wayne Mack  
Ray Osrin
- 1985**  
Edwin Cowles  
Winsor French  
Nathaniel R. Howard  
Franklin A. Lewis
- 1984**  
Lynn Heinzerling  
Eber D. Howe  
Doris O'Donnell  
Norman Shaw
- 1983**  
Howard Beaufait  
James W. Collins  
Erie C. Hopwood  
Richard J. McLaughlin

- 1982**  
Louis Clifford  
Gordon Cobbledick  
Edward W. Scripps  
William O. Walker
- 1981**  
Paul Bellamy  
Bruce Catton  
David Dietz  
Dorothy Fuldheim  
Roelif A. Loveland  
William F. McDermott  
Philip W. Porter  
John W. Raper  
Louis B. Seltzer  
Artemus Ward  
Milt Widder

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Content Marketing Institute

Tom Skoch  
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# The PRESSCLUB of Cleveland

*"Serving and honoring communications professionals since 1887."*

## The Press Club offering limited sponsorships Corporate Partner Program your ticket to visibility, success

The Press Club of Cleveland puts you and your company's brand in front of print, broadcast and digital news decision-makers, freelancers, marketing and advertising executives and the full spectrum of Northeast Ohio communications professionals.

The Press Club's Corporate Partners program brings together the news breakers and the news makers to establish strong business contacts, develop lasting friendships, forge meaningful mentoring relationships and shape the future of media and our community.

**There are a limited number of partnerships available in each category. Partners in 2014 will be offered first rights to secure 2015 partnerships.**

### For more information:

- Lynn Bracic, executive secretary, **440-899-1222**, [pressclubcleveland@oh.rr.com](mailto:pressclubcleveland@oh.rr.com)
- Michael E. Bennett, president, **216-408-3874**, [mebennett@outlook.com](mailto:mebennett@outlook.com)
- [www.pressclubcleveland.com/partners.aspx](http://www.pressclubcleveland.com/partners.aspx)

### Partnership benefits\*

- Visibility including logo on Press Club materials and up to full run of website.
- Presence and content in Press Club monthly e-magazine, website and email blasts.
- Ability to offer discounted products and services to members, and guest blogs on website.
- 8 tickets to either Signature Event: the Cleveland Journalism Hall of Fame Gala, and the All Ohio Excellence in Journalism Celebration.
- 4 tickets to education and networking event and ability to offer remarks and distribute materials.
- Opportunity to solicit Press Club board for written advice and/or suggestions on branding, advertising or marketing efforts.
- Donation in your name to The Press Club Scholarship at Kent State University School of Journalism and Mass Communications.
- Recognition as a public proponent and supporter of journalistic excellence in Northeast Ohio.

\*Benefits vary by partnership level. See details at [www.pressclubcleveland.com/partners.aspx](http://www.pressclubcleveland.com/partners.aspx)

### Partnership levels

#### Corporate Partner - \$5,000 (only 4 available per year)

Year-round and highest level of benefits, including 4 club memberships and ability to co-brand with The Press Club in your marketing materials.

#### Signature Event Partner - \$4,000, \$3,000, \$2,000

Unique access to hundreds of attendees of Cleveland Journalism Hall of Fame and All Ohio Excellence in Journalism Celebration.

#### Educational, networking and social events - \$2,000

Speak directly to attendees and share your information with them.